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Monday, September 8, 1986

Advertising Age®

Crain's International Newspaper of Marketing. In Two Sections, Section 1.

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AUTO BOOMERANG?

Promotion pros decry finance ploys

By PAUL L. EDWARDS

Detroit's low-lower-lowest interest-rate sales hypes have touched off a great debate between seasoned sales-promotion leaders and the auto industry's best sales and marketing talent.

The debate centers around the question: What happens when the offers expire next month, when the 1987 model year cars arrive en masse? Will there still be buyers in the marketplace for the new cars? Or will Detroit's auto makers find that their most costly promotion ever did little more than shift fourth-quarter sales ahead one month?

While the U.S. auto makers' unprecedented low-cost financing has met with initial success, some industry observers argue that such dramatic promotional practices actually might have outlived their usefulness as a marketing tool.

General Motors Corp.'s offer of 2.9% financing (AA, Sept. 1) already has become the most successful sales ploy in its history. With an unmanageable 79-day inventory of unsold cars, imports continuing to capture a significant share of sales and a public growing jaded by a steady diet of financing offers and accompanying rebates, GM saw little choice but to become the first auto maker to crack the 3% financing barrier.

Ford Motor Co. and Chrysler Corp., with

(Continued on Page 92)

Last Minute News

Toyota to hike ad budget by 30%

TORRANCE, CAL.—Toyota Motor Sales USA will pump up its U.S. ad budget by 20% to 30%, to $200 million-plus, in the 1987 model year as it introduces four all-new cars. Introductory ads break in the first week of October from DDB Needham Worldwide, Los Angeles.

Hush Puppies again sniffing for agency

ROCKFORD, MICH.—Wolverine World Wide will start reviewing agencies "soon" for its $3 million-to-$4 million Hush Puppies footwear account. The move follows a split with DDB Needham Worldwide, Chicago, over "differences in creative philosophy," said Richard Simpson, Wolverine director-advertising and human relations. The decision to part was mutual, he added. Needham won the account last October (AA, Oct. 10).

CBS to sign $65M college football pact

NEW YORK—The College Football Assn. this week will sign a four-year, $65 million-plus tv rights agreement with CBS. It takes effect during the 1987 season. Separately, the Atlantic Coast Conference, University of Miami, Army and Navy will rejoin the CFA, sources said. ABC, which now televises the CFA, will air Big Ten and Pac-10 games in '87.

Burnett plans major move into direct marketing

CHICAGO—Leo Burnett USA plans later this year to end its status as the last major agency without a direct-marketing operation. Led by client Philip Morris Cos., which is considering increasing direct-mail activity for

(Continued on Page 8)

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nit
—P. 3
WASHINGTON DC 20014
4520 EAST-WEST HWY #800
SRI ACQUISITIONS
CONGRESSIONAL INFO SERVICE
AA 86399 99 ENA
CONGLI
*****3-DIGIT 20014

Bates' top exec shift surprise for Zuckert

By STEWART ALTER

Robert Jacoby's management shakeup at Ted Bates Worldwide last week put John Hoyne and John Nichols in the spotlight as the new generation of leaders at the billion dollar agency.

But it reportedly was also an unpleasant surprise for Ted Bates Advertising/New York president Donald Zuckert, who was moved by Mr. Jacoby into a new post apparently without prior consultation: Vice-chairman-senior corporate administrative officer of Bates Worldwide. Mr. Hoyne becomes the No. 2-ranking exec at Bates, after Mr. Jacoby, as president-chief operating officer. Mr. Jacoby, 58, who had held the president's title, remains chairman-ceo.

Mr. Nichols replaced Mr. Zuckert as chief of Bates/New York.

It was the first major leadership change since Mr. Jacoby consolidated his position as chairman/president/ceo 13 years ago.

Sources at Bates said Mr. Zuckert quickly distributed an internal memo after the announcement in

(Continued on Page 92)

MTV's future—P. 2

Highlights

Will '87 auto buyers lose interest? 1

Detroit's low-lower-lowest interest-rate sales hypes have touched off a great debate between seasoned sales-promotion leaders and the auto industry's best sales and marketing talent. The debate centers around the question: What happens when the offers expire next month, when the 1987 model year cars arrive en masse?

Hoyne assumes big role at Bates 1

John Hoyne has been named president-chief operating officer of Ted Bates Worldwide in the agency's first major leadership change since Robert Jacoby consolidated his position as chairman/president/ceo 13 years ago.

Crest seeking famous smile 3

Procter & Gamble's Crest toothpaste may be in for a celebrity brushup. Sources say P&G is actively searching for a celebrity—preferably a tv newscaster or well known science personality—to be the new spokesman for its category-leading dentifrice.

Vie de France perks up 4

Vie de France's wanderings from its fresh-croissant origins have been supported by little advertising, marketing savvy or, as the bottom line shows, much success. So the arrival of Richard Sharoff from Kitchens of Sara Lee as heir apparent to the presidency of the company is a sweet surprise.

Ward takes local focus 12

Montgomery Ward & Co., which recently moved to split its $5.39 billion operation into separate apparel and home/automotive groups, also is transforming its advertising strategy from broad-based national campaigns to specialty efforts in local markets.

FEATURES

Everybody wants to get into the act 40

Actor Richard Kuhlman.

For actors desperate to break into commercials, aggressive tactics sometimes seem necessary. Getting the chance to appear in a spot is a coup for actors otherwise competing against legions of hopefuls seeking the big break. Rarely do actors set out to make a career hawking soft drinks and laundry detergent. But when Paramount Pictures or ABC-TV doesn't call, most view commercial acting as a lucrative source of income and an opportunity to hone their craft. It beats waiting tables, delivering pizzas or parking cars.

INTERNATIONAL

What's going on in Latin America? 58

In the August edition of *Quatro Rodas*, Brazil's version of *Car & Driver*, there are no automotive ads. But the issue still carries 87 ad pages, 10% more than the same issue last year. The automobile companies in Mexico aren't advertising either. Instead, they are giving away houses and other big prizes to salesmen who sell the most cars. The strange Latin American advertising market—particularly the two biggest markets in the region, Brazil and Mexico—has rarely been as confusing to U.S. observers as it is now.

OTHER NEWS

Reflecting the growing importance of lobbying and public affairs with a Washington emphasis, issues-oriented executives who made their names in the nation's capital took over newly merged pr units at Omnicom Group and Bozell, Jacobs, Kenyon & Eckhardt. Page 6.

Most owners of videocassette recorders would not mind seeing ads at the beginning and end of prerecorded tapes, whether the tapes were rented or purchased, a recent poll has revealed. Page 12.

Finally getting results among readers, *Good Food* is making new efforts to attract the advertisers that have been scarcer than French chefs at a pie-eating contest. Page 36.

Armour Processed Meat Co. is looking to add a new-product line while continuing a corporate ad campaign spotlighting existing brands. In Los Angeles, the company is testing a line of premium hot dogs, bacon, luncheon meat and boneless hams that carries its Golden Star name (already the leading brand of canned hams). Page 38.

Barely six months after a star-studded commission concluded that nothing was the best thing to do about negative political advertising, Congress is thinking about looking into the same question. Page 68.

Dial Corp. plans an estimated $4 million fourth-quarter campaign backing its reformulated Tone complexion soap in an attempt to shore up its slipping market share. Page 79.

Kraft Inc. today breaks an estimated $21 million-to-$24 million campaign repositioning its 110-item J.L. Kraft cheese line. Page 89.

Michigan pr executive Anthony Franco has resigned as president of the Public Relations Society of America after being cited by the Securities & Exchange Commission for insider trading in a client's stock, the PRSA said last week. Page 91.

SPECIAL REPORT

There is no Special Report in today's issue. The next Special Report, Sept. 15, will focus on Women and the Auto Market.

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Crossroad

MTV grows up as Pittman exits

By LARRY G. COLLINS

New York—MTV Networks is standing at so many crossroads that it is drawing a road map for the entire post-takeover tv industry.

It is losing one of its founders, president-ceo Robert Pittman, who last week announced he will leave next year to start his own entertainment company with MCA.

Both Mr. Pittman and Kenneth Gorman, chairman of parent company Viacom International's Viacom Networks Group, express confidence in existing MTV Networks management, but neither would state that a new president would not be recruited from outside.

MTVN also is transforming itself from an irreverent start-up operation that quickly influenced media, arts and even social trends into an established corporation that has to beat last-year and last-quarter results. So far, it is doing well enough to satisfy the bottom-line-oriented Viacom.

Viacom itself presents another crossroad for MTVN since it acquired the company last November after a management-led group, including Mr. Pittman, attempted a leveraged buyout. In buying MTVN, Viacom acquired—in addition to MTV—VH-1, the adult-oriented video music channel, and Nickelodeon, the channel that features children's programing by day and "Nick at Nite" family-oriented fare in the evenings.

This corporate marriage appears to be bucking the examples of

(Continued on Page 90)

Soybean group raps rapeseed in New Puritan

By JUDANN DAGNOLI

The nation's soybean producers are lashing Procter & Gamble for taking the soybeans out of Puritan oil.

P&G has reformulated Puritan from a soybean/sunflower blend to low erucic acid rapeseed oil (lear). It reformulated Puritan (AA, Aug. 4) after the federal government approved the new oil, unofficially called canola oil, for use as a food.

The American Soybean Assn. alleges P&G is making "inflated health claims" for New Puritan. ASA officials have met several times with the Cincinnati-based company to urge a switch back to soybean oil, said association president David Haggard.

The St. Louis-based ASA charges that "positioning this [New Puritan] as a healthful, premium product is misleading to consumers" because it has a lower level of polyunsaturates than the old formula even though it does have a more desired lower level of saturated fat.

Although P&G earlier said it

(Continued on Page 94)

West Coast news

Kenwood to KC

Kenwood Stereo Systems, Carson, Cal., hired Kresser, Craig/D.I.K., Los Angeles, for its $2 million account following a review that also included Evans/Weinberg, Phillips-Ramsey and Ramey Communications, all Los Angeles. KC recently lost the competing Alpine Electronics of America business (AA, Aug. 11), following a management shakeup. Hakuhodo Advertising, Los Angeles, is the former agency.

Williams-Sonoma Inc., San Francisco, named Lowe Marschalk, San Francisco, its first agency. Advertising will support the company's 60 upscale housewares retail outlets. Initial print ads back the opening of six stores. At present, the budget is less than $500,000.

Bank of America, San Francisco, breaks new tv spots Sept. 15 supporting a promotion offering customers using its Bankcard points toward gifts. One humorous spot features a man and woman debating who'll pick up the dinner check, each fantasizing about the items their bonus points will earn. Grey Direct, San Francisco, handles.

The **California Lottery Commission**, Sacramento, is stretching out the timetable for its agency review following complaints from agencies pitching the $30 million account that there wasn't sufficient time to respond. The commission

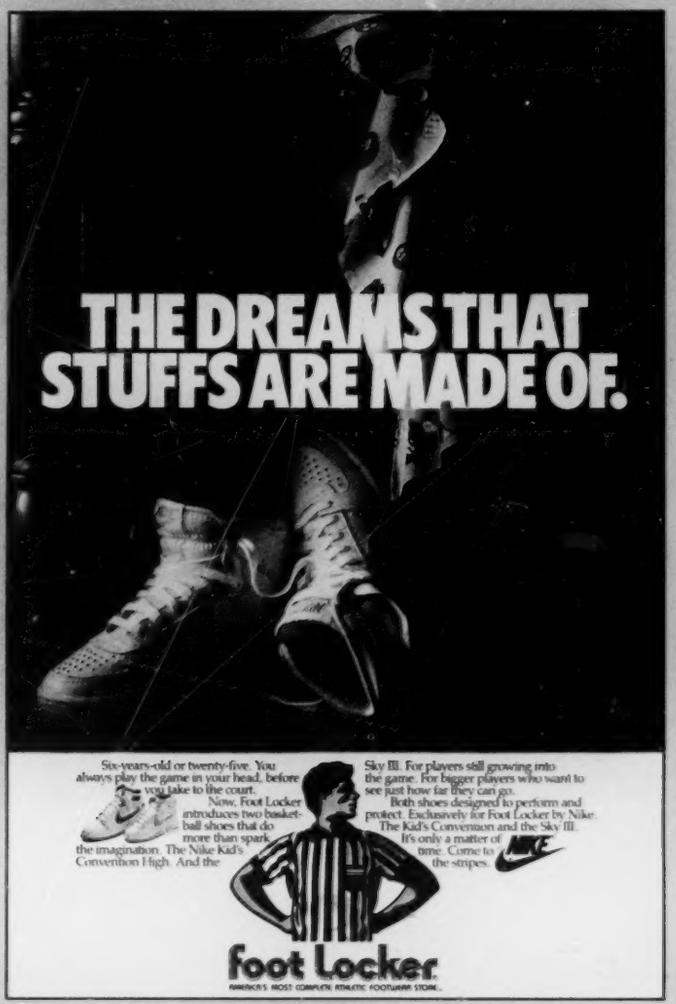
(Continued on Page 94)

BEST OF PRESS

The copy in this July 4 ad celebrating Lady Liberty's 100th birthday reads, in part: "Today, on her nation's birthday, even in the shadow of her torch, homeless Americans go hungry." Cheers to Campbell Soup Co. and Lewis, Gilman & Kynett, Philadelpha, for noting what everyone else seemed to ignore amid the fanfare and hype of Liberty Weekend 1986. Creative director: Jacqueline Lowell; copywriters: Jacqueline Lowell, Terese Zeccardi; art director: Lori Miller.

This ad, created by Beber Silverstein & Partners, Miami, for Knight-Ridder, also in Miami, uses a strong visual, in this case a news photo, and a strong headline to point up the editorial quality of the company's newspapers. Creative director: Russ Slaughter; copywriter: Bob Beers; art director: Rich Chmiel.

When the local "Baby Bell" phone company in New York (Nynex) chose to omit its Yellow Pages competitor—Southwestern Bell Media—from its own Yellow Pages, Southwestern Bell ran this "repair" kit ad via Gardner Advertising, St. Louis, to set the record straight. Group creative director: Steve Puckett; copywriter: Tom Townsend; art director: Paul Behnen; illustrator: Bill Nelson.


THE DREAMS THAT STUFFS ARE MADE OF.
Six-years-old or twenty-five. You always play the game in your head, before you take to the court.
Now, Foot Locker introduces two basketball shoes that do more than spark the imagination. The Nike Kid's Convention High. And the Sky III. For players still growing into the game. For bigger players who want to see just how far they can go.
Both shoes designed to perform and protect. Exclusively for Foot Locker by Nike. The Kid's Convention and the Sky III. It's only a matter of time. Come to the stripes.
Foot Locker
AMERICA'S MOST COMPLETE ATHLETIC FOOTWEAR STORE.

The headline in this co-op ad from Wieden & Kennedy, Portland, Ore., for Nike footwear at Foot Locker stores, besides using an excellent play on a hackneyed phrase, brings meaning to the visual and makes the whole ad work splendidly. Creative director: David Kennedy; art director: Rick McQuiston; copywriter: Ken Wieden; photographer: Steve Bonini.

FLASH REPORT: Newspaper advertising investment for June

June 1986	IN 100 THOUSANDS	IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR		1986	1985	ACTUAL $ G OR L	% G OR L
usements	1986		$34,834,121	$27,120,610	+7,713,511	+28.4
	1985					
puter stores supplies	1986		4,447,939	5,048,480	-600,541	-11.9
	1985					
artment stores	1986		95,536,457	87,326,423	+8,210,034	+9.4
	1985					
d stores	1986		32,569,861	28,443,766	+4,126,095	+14.5
	1985					
dio, tv, phonographs, records	1986		20,196,579	17,222,036	+2,974,543	+17.3
	1985					
eral merchandise res	1986		46,203,432	39,853,687	+6,349,745	+15.9
	1985					
holic beverages	1986		2,934,280	2,628,148	+306,132	+11.6
	1985					
eras, photo pplies & services	1986		1,005,127	503,604	+501,523	+99.6
	1985					
nputers, equipment & services	1986		2,720,434	2,458,574	+261,860	+10.7
	1985					
lic service utilities & communications	1986		9,972,146	5,810,564	+4,161,582	+71.6
	1985					
lishing & media	1986		9,039,017	9,384,544	-345,527	-3.7
	1985					
arets	1986		4,318,982	4,286,790	+32,192	+0.8
	1985					
ines	1986		17,825,382	9,890,044	+7,935,338	+80.2
	1985					
songer cars-new	1986		19,051,306	15,556,903	+3,494,403	+22.5
	1985					
nks & trust mpanies	1986		7,800,748	6,221,845	+1,578,903	+25.4
	1985					
k, bond investment houses	1986		2,335,371	1,356,838	+978,533	+72.1
	1985					

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown. #

Source: Media Records Inc.

June ads jump 18%

New York—Advertiser investments in the major market daily newspapers measured for the Advertising Age Flash Report climbed to $310.7 million in June, an 18% increase from a year ago.

The gains were fueled by a major increase in airline ad spending, which soared 80.2% to $17.8 million, and by strong increases in the amusements and department stores categories, with amusements ad spending up 28.4% to $34.8 million and department-store ad spending up 9.4% to $95.5 million.

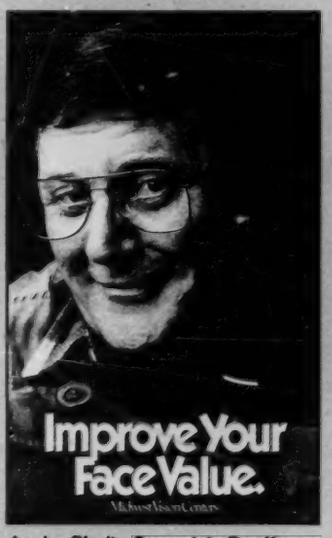
Among other categories posting strong gains were food stores, up 14.5% to $32.6 million; radio-tv-phonograph-record dealers, up 17.3% to $20.2 million; general-merchandise stores, up 15.9% to $46.2 million, and public service utilities and commissions, up 71.6% to $10 million.

Categories also showing increases were new passenger-car dealers, up 22.5% to $19 million; banks and trust companies, up 25.4% to $7.8 million, and stock, bond and investment houses, up 72.1% to $2.3 million.

The only categories posting losses from June, '85, levels were computer stores and supplies, down 11.9% to $4.5 million and publishing and media, down 3.7% to $9 million.

The Flash Report is prepared for Advertising Age by Media Records Inc. here, based on measurements of advertising in 29 daily and 23 Sunday newspapers in 15 major markets.#

A great marriage of headline and illustration is the captivating element of this ad for North Memorial Medical Center's Cosmetic Surgery unit, from Clarity Coverdale Rueff, Minneapolis. Art director: David Fox; copywriter: Jerry Fury; photographer: Tom Berthiaume.



Again, Clarity Coverdale Rueff uses a good illustration and a simple, straightforward headline to cut through the clutter of eyecare advertising for client Midwest Vision Centers. Art director: David Fox; copywriter: Jerry Fury; photographer: Marc Hauser.

Best of Press selections are made by Hank Simons, vp-creative director of the Newspaper Advertising Bureau; James Dunaway, vp-information at the bureau, and William F. Gloede, Ad Age newspaper industry reporter. National System Inc., St. Louis, provides tear sheets. Agencies, clients and newspapers are invited to submit ads for review. Submissions should be sent to Mr. Gloede in AA's New York bureau.

Newspaper Advertising SAU Inches in the MRCS

June 1986 vs. June 1985

AKRON, OH

	1986 Full Run	1986 Part Run	1985 Full Run	1985 Part Run
Beacon Journal (E)	87.306	—	90.706	—
Beacon Journal (S)	85.484	—	91.441	—
Grand Total	172.790	—	182.147	—

NOTE: Part run figures not available.

ALLENTOWN, PA

Call (M)	152.781	—	—	—
Call (S)	93.904	—	—	—
Grand Total	246.685	—	—	—

NOTE: Part run figures and 1985 figures not available.

ATLANTA, GA

Constitution (M)	177.327	52.976	179.787	41.149
Journal (E)	174.920	53.432	178.328	41.067
Journal & Constitution (S)	153.427	73.112	148.878	76.908
Journal & Constitution (Sat)	42.667	—	49.391	—
Grand Total	548.341	179.520	556.384	159.124

NOTE: Constitution Morning and Journal Evening published five days a week only.

BALTIMORE, MD

Sun (M)	122.702	3.775	108.791	2.740
Sun (E)	100.001	3.775	87.632	2.740
Sun (S)	174.692	44.313	163.414	35.736
Grand Total	397.395	51.863	359.837	41.216

BERGEN COUNTY, NJ

Record (E)	160.003	15.353	145.105	23.694
Record (S)	167.974	50.608	169.652	31.420
Grand Total	327.977	65.961	314.757	55.114

NOTE: Record Evening published five days a week only.

BOSTON, MA

Herald (M)	66.432	175	44.891	730
Herald (S)	22.549	45.544	20.696	33.640
Globe (M)	137.080	11.062	132.810	10.675
Globe (S)	219.974	42.213	199.918	35.062
Grand Total	446.035	98.994	398.315	80.107

BUFFALO, NY

News (M)	108.912	20.631	107.970	17.325
News (S)	83.414	26.204	75.059	20.171
Grand Total	192.326	46.835	183.029	37.496

CAMDEN, NJ

Courier-Post (E)	121.275	17.284	109.641	14.755
Courier-Post (S)	74.248	13.272	71.899	3.474
Grand Total	195.523	30.556	181.540	18.229

CHARLOTTE, NC

News (E)	—	—	66.472	—
Observer (M)	121.811	—	114.477	—
Observer (S)	87.257	—	77.202	—
Grand Total	209.068	—	256.151	—

NOTE: News Evening ceased publication November 1, 1985. Part run figures not available.

CHICAGO, IL

Sun-Times (M)	133.104	86.881	120.289	74.163
Sun-Times (S)	69.241	43.489	61.125	47.320
Tribune (M)	154.731	318.586	167.746	286.716
Tribune (S)	152.907	113.981	146.384	99.667
Grand Total	509.983	562.937	495.544	507.866

NOTE: Tribune figures supplied by publisher to Media Records. 1986 figures represent advertising for 5/26/86 to 6/29/86. Tribune All Day changed to Morning publication effective August 19, 1985.

CINCINNATI, OH

Enquirer (M)	153.814	6.568	158.013	5.365
Enquirer (S)	158.002	10.979	139.452	14.957
Post (E)	70.580	15.073	78.355	23.591
Grand Total	382.396	32.620	375.820	43.913

CLEVELAND, OH

Plain Dealer (M)	130.035	39.128	129.926	31.718
Plain Dealer (S)	124.538	14.428	129.537	10.479
Grand Total	254.573	53.556	259.463	42.197

DALLAS, TX

News (M)	269.099	9.957	298.904	11.118
News (S)	198.360	14.621	207.165	11.771
Times-Herald (AD)	205.788	27.251	244.905	19.790
Times-Herald (S)	136.837	20.000	154.683	8.929
Grand Total	810.084	71.829	905.657	51.608

DENVER, CO

Rocky Mt. News (M)	259.197	294	276.484	1.552
Rocky Mt. News (S)	118.040	707	104.756	2.567
Post (M)	179.856	7.523	177.152	5.955
Post (S)	136.462	2.283	130.934	3.725
Grand Total	693.555	10.807	689.326	13.799

DETROIT, MI

Free Press (M)	97.556	46.509	91.985	32.802
Free Press (S)	55.488	31.708	54.287	33.766
News (AD)	176.363	39.452	143.638	34.457
News (S)	118.318	40.754	104.136	29.487
Grand Total	447.725	158.421	394.046	130.512

ESCONDIDO, CA

Times-Advocate (E)	92.633	3.250	—	—
Times-Advocate (S)	49.558	87	—	—
Grand Total	142.191	3.337	—	—

NOTE: 1985 figures not available.

FORT LAUDERDALE, FL

News & Sun-Sentinel (S)	119.987	—	130.495	—
Sun-Sentinel (M)	253.210	—	274.343	—
Grand Total	373.197	—	404.838	—

NOTE: Part run figures not available. Morning figures include the Saturday Edition.

FORT WAYNE, IN

Journal Gazette (M)	75.959	—	71.952	—
Journal Gazette (S)	81.012	—	74.283	—
News Sentinel (E)	83.798	—	81.985	—
Grand Total	240.769	—	228.220	—

NOTE: Part run figures not available.

GREENWICH/STAMFORD, CT

Time (E)	82.928	519	76.086	83
Time (S)	76.633	297	67.503	—
Advocate (E)	98.365	13.367	97.727	3.304
Advocate (S)	75.771	941	69.251	—
Grand Total	333.697	15.034	310.567	3.387

HARTFORD, CT

Courant (M)	143.009	28.479	138.669	23.225
Courant (S)	105.945	172.167	105.789	142.098
Grand Total	248.954	200.646	244.458	165.323

HONOLULU, HI

Advertiser (M)	111.720	—	115.964	—
Star-Bulletin (E)	104.312	—	108.006	—
Star-Bulletin & Advertiser (S)	95.787	—	90.318	—
Grand Total	311.819	—	314.288	—

HOUSTON, TX

Chronicle (AD)	221.834	30.169	266.927	34.364
Chronicle (S)	150.380	32.074	152.929	35.975
Post (M)	152.718	24.018	166.887	40.049
Post (S)	85.367	29.965	83.253	36.993
Grand Total	610.299	116.226	669.996	147.381

LONG BEACH, CA

Press Telegram (M)	107.616	38.079	106.418	—
Press Telegram (S)	67.895	732	63.172	—
Grand Total	175.511	38.811	169.590	—

NOTE: 1985 Part run figures not available.

LONG ISLAND, NY

Newsday (E)	139.345	103.290	175.930	44.895
Newsday (S)	118.161	121.249	122.832	94.093
Grand Total	257.506	224.639	298.762	138.988

LOS ANGELES, CA

Times (E)	297.197	254.711	296.022	291.914
Times (S)	210.945	112.621	209.762	103.012
Herald-Examiner (M)	61.194	9.725	66.750	11.557
Herald-Examiner (S)	17.780	10.977	16.794	5.953
Grand Total	587.116	388.034	589.328	412.436

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	203.626	27.546	209.495	28.901
News (S)	109.015	2.162	96.509	1.623
Grand Total	312.641	29.708	306.004	30.524

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	328.750	—	209.865	—
Grand Total	328.750	—	209.865	—

NOTE: Figures supplied by publisher to Media Records.

*LOUISVILLE, KY

Courier Journal (M)	98.005	18.782	93.402	42.216
Courier Journal (S)	70.457	83.911	70.784	76.967
Times (E)	135.218	61.712	92.086	56.090
Grand Total	303.680	164.405	256.272	175.273

NOTE: Figures supplied by publisher to Media Records.

*MEMPHIS, TN.

Commercial Appeal (M)	116.718	83.206	119.055	89.218
Commercial Appeal (S)	101.106	11.917	91.478	14.470
Grand Total	217.824	95.123	210.533	103.688

NOTE: Figures supplied by publisher to Media Records.

MIAMI, FL

Herald (M)	150.853	—	152.069	—
Herald (S)	104.900	—	107.880	—
News (E)	61.254	—	56.312	—
Grand Total	317.007	—	316.261	—

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD)	109.601	21.234	103.440	23.500
Star & Tribune (S)	161.342	5.863	154.448	3.618
Star & Tribune (Sat)	24.034	—	27.185	—
Grand Total	294.977	27.097	285.073	27.118

*NASHVILLE, TN

Banner (E)	100.138	—	101.935	—
Tennessean (M)	100.339	—	103.520	—
Tennessean (S)	104.113	—	106.687	—
Grand Total	304.590	—	312.142	—

NOTE: Figures supplied by publisher to Media Records.

NEW BRUNSWICK, NJ

Home News (E)	92.262	711	82.433	3.263
Home News (S)	85.861	7.794	82.750	2.062
Grand Total	178.123	8.505	165.183	5.325

NEW YORK, NY

Times (M)	168.351	15.944	146.972	14.866
Times (S)	238.915	124.415	221.616	107.203
News (M)	61.540	93.342	56.289	101.558
News (S)	45.756	95.849	41.497	97.307
Post (AD)	64.639	1.525	58.161	1.060
Grand Total	579.201	331.075	524.535	321.994

NEWARK, NJ

Star Ledger (M)	208.085	5.675	197.634	5.689
Star Ledger (S)	225.426	33.830	205.178	34.680
Grand Total	433.511	39.505	402.812	40.369

OAKLAND, CA

Tribune (M)	88.799	71.278	86.318	62.041
Tribune (S)	47.113	42.689	56.162	39.118
Grand Total	135.912	113.967	142.480	101.159

OCEANSIDE, CA SAN DIEGO COASTAL NORTH COUNTY

Blade-Tribune (E)	94.193	3.820	—	—
Blade-Tribune (S)	54.424	—	—	—
Grand Total	148.617	3.820	—	—

NOTE: Blade-Tribune Evening published five days a week only. 1985 figures not available.

ORANGE COUNTY, CA

Register (AD)	314.997	82.547	295.054	113.322
Register (S)	155.304	10.850	148.886	15.935
Grand Total	470.301	93.397	443.940	129.257

PHILADELPHIA, PA

Inquirer (M)	151.042	40.856	153.503	49.762
Inquirer (S)	150.301	53.487	150.217	45.101
News (E)	81.347	5.800	72.784	4.162
Grand Total	382.690	100.143	376.504	99.025

*PHOENIX, AZ

Arizona Republic (M)	300.810	9.616	288.709	13.637
Arizona Republic (S)	177.351	—	180.797	—
Gazette (E)	289.360	9.762	276.209	13.933
Grand Total	767.521	19.378	745.715	27.570

NOTE: Figures supplied by publisher to Media Records.

*RIVERSIDE, CA

Press Enterprise (M & S)	277.432	16.108	262.078	15.465
Grand Total	277.432	16.108	262.078	15.465

NOTE: Figures supplied by publisher to Media Records.

*ST. LOUIS, MO

Post Dispatch (M)	112.463	32.404	88.692	28.766
Post Dispatch (S)	137.683	—	135.769	—
Grand Total	250.146	32.404	224.461	28.766

NOTE: Figures supplied by publisher to Media Records.

ST. PAUL, MN

Pioneer Press Dispatch (AD)	90.754	—	93.719	—
Pioneer Press Dispatch (S)	104.323	—	107.742	—
Grand Total	195.077	—	201.461	—

NOTE: Part run figures not available.

SAN ANTONIO, TX

Express-News (AD)	111.293	33.752	118.203	18.881
Express-News (S)	89.466	41.431	113.242	18.247
Express-News (Sat)	40.311	—	49.091	—
Light (AD)	125.740	17.032	115.709	20.170
Light (S)	106.792	8.115	102.624	16.313
Light (Sat)	28.517	1.792	41.833	—
Grand Total	502.119	102.122	540.502	73.611

NOTE: Express-News All Day and Light All Day published five days a week only.

SAN DIEGO, CA

Union (M)	217.880	20.408	226.961	16.244
Union (S)	149.823	—	148.597	—
Tribune (E)	224.171	21.368	229.173	18.119
Grand Total	591.874	41.776	604.731	34.363

SAN FRANCISCO, CA

Chronicle (M)	135.052	80.704	126.922	59.858
Examiner & Chronicle (S)	94.082	47.705	89.647	48.237
Grand Total	229.134	128.409	216.569	108.095

SAN JOSE, CA

Mercury News (AD)	285.577	24.466	288.928	31.144
Mercury News (S)	176.770	—	176.778	—
Grand Total	462.347	24.466	465.706	31.144

SHREVEPORT, LA

Journal (E)	77.746	4.113	78.951	3.946
Times (M)	97.103	13.148	101.122	14.961
Times (S)	73.716	12.581	79.679	7.003
Grand Total	247.565	29.842	259.752	25.910

*STATE COLLEGE, PA

Centre Times (E)	70.239	2.168	77.500	3.794
Centre Times (S)	36.107	384	34.113	—
Grand Total	106.346	2.552	111.613	3.794

NOTE: Figures supplied by publisher to Media Records.

SYRACUSE, NY

Herald Journal (E)	83.002	34.626	84.888	25.640
Herald American (S)	54.761	89.108	54.414	44.718
Post-Standard (M)	75.039	35.100	75.477	31.158
Grand Total	212.802	139.834	214.779	101.514

*TAMPA, FL

Tribune (AD&S)	272.132	81.438	318.[illegible]	102.707
Grand Total	272.132	81.438	[illegible]	102.707

NOTE: Figures supplied by publisher to Media Records.

*TOLEDO, OH

Blade (E)	99.193	—	89.625	—
Blade (S)	104.334	—	104.257	—
Grand Total	203.527	—	193.882	—

NOTE: Figures supplied by publisher to Media Records.

WASHINGTON, DC

Post (M)	257.152	28.572	285.173	39.184
Post (S)	174.160	48.331	178.970	28.710
Grand Total	431.312	76.903	464.143	67.894

WASHINGTON, DC SUBURBAN GROUP

Alexandria Journal (M)	70.483	270	66.371	—
Prince George's Journal (M)	59.636	—	56.978	472
Montgomery Journal (M)	60.124	714	57.225	472
Fairfax Journal (M)	68.491	959	63.649	592
Arlington Journal (M)	66.462	270	62.800	—
Grand Total	325.201	2.213	306.973	1.446

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	83.659	12.651	83.303	15.863
Reporter Dispatch (S)	102.716	24.545	86.497	27.062
Grand Total	186.375	37.196	169.800	42.725

WICHITA, KS

Eagle-Beacon (M)	103.226	—	115.420	—
Eagle-Beacon (S)	89.151	—	85.437	—
Grand Total	192.377	—	200.857	—

NOTE: Part run figures not available.

Source: Media Records

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REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches.
2. Determine Square Inches of Page
   Multiply Width by Depth Inches.
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches).
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page.
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page.

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